

ACCORDING TO SEASON.



THE dry goods and millinery trade needs a new calendar. A schedule differing from that of the "old school" must be drawn up. There must be a new apportioning of seasons, a regulation which shall stem this tide of advance showings and early clearings, and bring the season of selling within the period when conditions of temperature are more favorable. For some years past it has been a growing custom in all lines of trade to advance the season, with the result that to day the Spring season begins in midwinter and the Fall season in midsummer.

The calendar gives the months of September and October to the Fall season, the dry goods trade claims them for the Winter. February is scheduled as belonging to the Winter, and proves its claim right well by furnishing the most extreme, exasperating and disagreeable weather, together with the lowest temperature of the year. Yet, the retail dry goods stores are, during this month, full of the suggestions of Spring, with midsummer fabrics galore on display.

Because September and October fail to produce a temperature like that of December and January, and March refuses to give May bloom, the dry goods trade take it as a personal injury, doled out by the weather man. When temperature gives no suggestion to the consumer for need of Winter clothing the trade is in the slough of despond.

The weeks mapped out as belonging to certain seasons with corresponding sales in certain lines of goods, pass rapidly by with weather conditions unfavorable to trade. The demand is based on the needs of the consumer, who feels no necessity for Winter clothing on mild Autumn days, nor desire to purchase Summer wear with Boreas blowing a freezing blast.

The fact of the matter is that the American dry goods trade has heretofore adhered too closely to the two-season idea. The 12 months have been divided into two instead of four seasons. It has been Winter and Summer with Fall and Spring left out of the reckoning.

The two-season plan was borrowed from Europe. Some years ago it was necessary that the European method should in a measure be the American method of business. This, however, is no longer the situation. With increased facilities for rapid delivery of goods, and the vast development of American manufacturing interests, it is no longer necessary to blindly follow the lead of Europe. American mercantile interests should adopt a policy of their own in the preparation and distribution of goods.

The first step would be to sell goods according to the season. To trade not in futures but in the present. In this section of the United States the seasons have changed most radically. Winter comes later and stays later. The old dates for the beginning and end of the season are proven entirely wrong by the conditions of weather that prevail at these periods.

The January clearing sale is a relic of past ages. January really marks the commencement of Winter, the time when the

people have greatest need for Winter clothing, and, therefore, the time when the merchant should do his best business in seasonable goods. As January is not Spring, neither is September Winter. But each have their proper places in the changing seasons, and their needs to be supplied by the trade. Slavish adherence to dates and precedents is a dangerous method. A much safer and more profitable plan is to conduct business on lines closely adapted to the needs of the day.

Production should be brought more closely to the period of distribution, and distribution should be conducted with closer regard to the actual needs and desires of the consumer. Let each present day take care of its need. Buy conservatively and often. Keep stocks fresh and up to the minute, but do not too greatly anticipate.—Chicago Dry Goods Reporter.

A SEASONABLE OFFER.

WE would draw the attention of the trade to a special offer being made by S. Greenshields, Son & Co., Montreal, in their handkerchief advertisement on page 59. They have laid in a stock of handkerchiefs for the Christmas trade which they claim has never been excelled in Canada for novelty, excellence and price. To bring these to the attention of the trade, they are making this offer which certainly ought to make business for them. It is no clearing sale of old goods, as they have all been recently imported to meet the trade of dealers who want up-to-date Christmas goods. There are many styles to choose from. Indeed, in the ranges is a large line of Swiss goods, to retail from 12½c. to \$1.25, mourning Swiss goods, Japanese handkerchiefs, plain, hemstitched or with printed borders. Three lines of initialed goods are also shown in the same stock. A full range of lawns with printed borders is offered both in ladies' and men's sizes. Children's picture handkerchiefs are shown in 25 seasonable novelties, to retail from 2 to 5c. Ladies' and gentlemen's lawn handkerchiefs are to be had at all prices. Lawns with initialed corners are shown in six ranges, both ladies' and men's sizes. The lace handkerchiefs, a style now popular, are exquisite in design and display admirable taste. Moreover, they can be depended upon. There are also some good cambric handkerchiefs with lace borders to retail from 10 to 25c. Ladies' motto handkerchiefs, to retail at 10 and 15c., are another important line. Applique lace stuff is carried in about 40 lines to retail at 25c. A nice range of goods is some initialed pongonese, in two pieces, to retail at 25c.

Colored goods bid fair to furnish the handkerchief novelties of the Christmas season, particularly in the more fashionable circles. These come almost entirely in lawn, with printed borders and plain centres and also with colored centres and plain, colored or striped borders. They are all fast colors. Ladies have also caught the colored handkerchief idea and plain, hemstitched lawn with fancy centres are shown. Plain lawns, plain linens and hemstitched lawns are shown at all prices.

While the advertisement of S. Greenshields, Son & Co. offers a certain number of handkerchiefs at \$50, any firm not feeling disposed to lay in such a large stock may obtain an assortment of half the number for \$25.

We regret to report the death of Mr. William H. Hopgood, junior partner of the firm of Reuben Tuplin & Co., general merchants, Kensington, P.E.I., which occurred on the morning of November 3.